

Strengths

- Possibilities
- Infrastructure
- History
- Architectural character
- 32
- Economic Diversity
- Local Ownership

Weaknesses

- Existing Built Environment
- Less attractive architecture
- State Road 32
- Lack of pedestrian accessibility ADA
- Zoning Currently Weak
- Losing Business
- No complimentary businesses
- Non-local ownership
- Visible infrastructure
- Poorly I.D.'d parking

Opportunities

- Build to our vision
- History – museum – education – built environment
- Trial Development
- Shared parking
- Street lighting
- Redevelopment
- 100% Corner – Main/Union
- Fix Zoning Regs
- Second downtown as a possibility
- Public Art
- Expand
- Existing Structures – Retain/Convert
- Increased residential density

Trends (both + and -)

- Losing business – better opportunities elsewhere
- Competition – PUDs/Neighborhood Scale
- Stagnant

VISION STATEMENT FROM THE DOWNTOWN SUB-COMMITTEE GROUP:

A village destination with attractive landscaping, quaint businesses, outside eateries, busy with pedestrian traffic and families that has a unique identity, with pride based on its Quaker roots and Underground Railroad heritage.

## **Homework**

**Please define each of the following terms and return your information to the Town ASAP!!!**

**Village Atmosphere:**

**Up Town:**

**Old Town:**

**Down Town:**

**Business District:**

**Town Center:**

**Market District:**

**Square:**